

TouchPoint One Success Story: Collective Solution

Acuity Expedites CX/EX and Business Performance for Global BPO

Headquartered in Los Angeles, California, with global operations in Honduras, Jamaica, and the Philippines, Collective Solution is a leading customer contact outsourcer that prioritizes company culture to ensure business performance and exceptional employee and customer experience.

Collective Solution maintained a diverse and talented global workforce, perfected processes, and unique people-centric culture. Still, performance and quality management, employee engagement, and reporting systems were insufficient to support the company growth, operational efficiency, and world-class workforce experience leadership envisioned.

Collective Solution evaluated dozens of solutions across the contact center vendor continuum, ultimately selecting the Acuity Performance Management Platform from TouchPoint One. TouchPoint One was the only vendor that offered all the features Collective Solution required, interoperability with limitless internal and client managed systems, and services and support to develop and integrate an evolving cumulation of quality, compliance, coaching, reporting, and other business applications.

Acuity Optimizes Data Management to Reduce Cost, Latency, and Improve Contact Center Reporting

TouchPoint One helped Collective Solution transform its global outsourcing operations with Acuity. Data collection, aggregation, organization, and management across vast siloed systems were systemized and automated, enabling Collective Solution to dramatically improve efficiency, maximize value, and re-claim countless hours previously wasted via manual effort.

"With multiple clients, it was critical to find a flexible tool to build in various KPIs and integrate with a variety of data sources without heavy internal IT support. Management needed a one-stop-shop to view how we are doing across our client base, locations, and teams." — Robert Camacho, CEO, Collective Solution



Acuity Powers Collective Solution's World-Class Coaching and Agent Support

Because Collective Solution actively promotes positive reinforcement as part of its coaching and support program, Acuity's agent coaching system, aka Sidekick, was an immediate hit. Supervisors and managers not only use Sidekick to prioritize and document coaching and other forms of support but can enhance their agency and impact using Acuity's integrated recognition, reward, and gamification features.

Collective Solution's Sidekick implementation supports traditional coaching, goal setting, call monitoring, compliance audit processes, TRIAD mentoring, senior to frontline operations manager, and public recognition workflows. Process automation facilitates seamless routing for acknowledgments, notifications, departmental exchange, and other forms of engagement and collaboration.

Supervisors and managers can also identify performance and engagement trends that often signal employee attrition. With this information, managers can proactively engage employees and address any issues or concerns to boost workforce retention.



Acuity Fuels Collective Solution's World-Class HR & Quality Management Organizations

BPOs are by far the most complex of customer contact organizations. They are highly dynamic – the needs of existing clients change almost continuously, and the steady stream of new client programs bring their own unique, often urgent, requirements and challenges.

Using Acuity, Collective Solution reduced friction and inefficiencies within its HR and Quality Management departments. Manual evaluation forms and compliance workflows were digitized and hosted in the Acuity platform, making them instantly available online to anyone, anywhere, at any time. Data captured in forms are now available for flexible, real-time reporting allowing management to rapidly pinpoint areas of strength or opportunity, discover relationships between operational processes and business outcomes, and perform other vital performance analyses.

Collective Solution's HR and QM systems tightly integrate with Acuity agent coaching, enabling supervisors and frontline managers to understand agent interactions better, improve customer service, boost employee experience, and increase customer retention.

"We needed a partner to help us digitalize HR, Quality, and coaching and support processes across 30+ unique campaigns into a standard, unified, and flexible system," explained Mary Ann Iñola-Elmedulan, Collective Solution Program Manager. "With Acuity, all campaigns use a universal form with shared storage and custom reporting. Senior Leaders have real-time access to coaching logs, dashboards, reports, and features to enhance agent engagement. Acuity rollout is complete in the Philippines, and we are now preparing for expansion to Jamaica and Honduras."



- Mary Ann Iñola-Elmedulan, Collective Solution Program Manager

The Results

Since deploying Acuity, Collective Solution's performance improvement in a wide range of KPIs and overall program scores have been meaningful, measurable, and durable.

Average Balanced Score improvement across all programs
 ↑ **23%** (9-32%)

NPS improved by
 ↑ **15%**

ACW (after call work) improved by
 ↑ **64%**

Quality improved by
 ↑ **8%**

CPH (contacts per hour) improved by
 ↑ **61%**

AHT (avg handle time) improved by
 ↑ **22%**

"We love to promote positive reinforcement as part of our performance management program and needed a tool with the capabilities to not simply compile data but foster a positive and competitive performance environment. In one integrated and flexible platform, Acuity delivered the capabilities we needed and so much more."



- Robert Camacho, CEO, Collective Solution

For Collective Solution, Acuity is a Competitive Differentiator

For Collective Solution to grow into new verticals and geographies, it needed a tool that could scale quickly and add meaningful value to its service offerings and BPO brand. TouchPoint One helped Collective Solution digitize critical coaching, HR, QM, compliance, and other core business processes to advance efficiency and productivity and boost market competitiveness. Acuity enables Collective Solution to demonstrate an unmatched commitment to data-driven performance management and its customers, employees, and partners.

*Need a proven solution to boost contact center performance, improve employee engagement, and reduce operating costs?
 Contact TouchPoint One to set up a demo today!*

